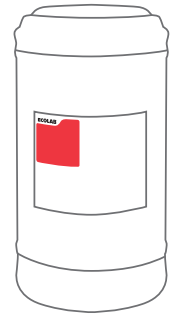


Helps Beat Stains and Reduce Rewash, Even in Challenging Conditions¹



Liquid Laundry Built Detergent for Tough Conditions

- ▲ Helps reduce rewash by removing heavy soils¹
- ▲ Helps reduce linen replacement due to graying of linens²
- ▲ Brighten whiteness of linens with optical brightener
- ▲ Achieve pleasant-smelling linens with light, fresh fragrance

*Designed for effectiveness in **hard water, heavy metal and heavy soil loads***

¹Ecolab Liquid Laundry Program and Ecolab laundry experts, with strong focus on stain removal and rewash reduction, can help potentially reduce your rewash rate to 3-5%. According to *Rewash: Money Down the Drain* published in 2017 by *American Laundry News*, the national average reject rate is 3-5%.

²Based on Ecolab internal test 2021, Ecolab Liquid Laundry Built Detergent For Tough Conditions and Tide SC were tested at medium dose, 115F and 5 gpg water. Industry standard swatches used. Compared to Tide SC, Ecolab Liquid Laundry Built Detergent For Tough Conditions is 19% more effective to remove oily food stains, 44% more effective to remove blood, and 17% more effective to remove face makeup.

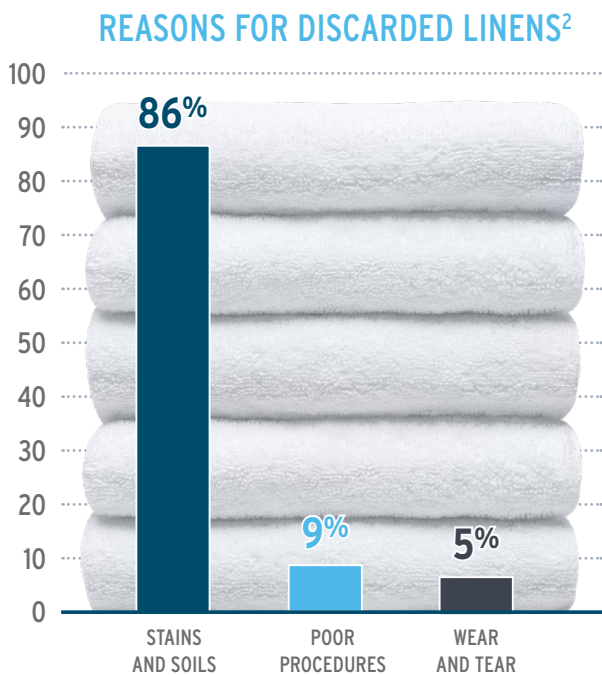


Targets biggest challenge of laundry professionals¹ and the #1 reason for discarding linens² – **STAINS**

More effective than a leading laundry product to remove 3 common soils:³

- 49%** more effective to remove **BLOOD**
- 27%** more effective to remove **FACE MAKEUP**
- 22%** more effective to remove **OILY FOOD STAINS**

Our powerful stain-fighting detergents **help remove stains and restore whiteness and brightness.**



Targeted to work in tough conditions plus has a built-in, extra hard-working optical brightener:

- ✓ HARD WATER
- ✓ HEAVY METAL
- ✓ HEAVY SOILS

PRODUCT	SKU	PACK SIZE
Liquid Laundry Built Detergent for Tough Conditions	6101846	1 - 57 L

¹ 77% of laundry professionals in the lodging industry said stain removal presents their biggest challenge. 2012 Ecolab Laundry Habits and Practices Study. Conducted by Satisfaction Management Systems. Reported in February 2013.

² Ecolab in Market Linen-Life Research, June 2014

³ Based on Ecolab internal test 2021, Ecolab Liquid Laundry Built Detergent For Tough Conditions and Tide SC were tested at medium dose, 115F and 5 gpg water. Industry standard swatches used.

Color-Coded Safety

Color-coded chemistry and packaging promote safe operation and easy employee training by eliminating product confusion.

Contact your **Ecolab Representative**, call **1 800 35 CLEAN**, or visit **www.Ecolab.com** for more information.